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The Management Of Marketing

Daniela Niemeyer



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for products and services and their relationships with brands you ll discover how segmentation and differentiation play a crucial role in marketing management After delving into market dynamics customer behaviour and market communications you ll explore the three main areas within marketing management customer portfolio management product portfolio management and brand portfolio management Finally you ll gain insights into developing marketing business strategies and plans for success through comprehensive analysis resource allocation budgeting and measuring key performance indicators Features include case studies to bring theory to life further reading suggestions to expand your understanding and a marketing planning template to practice applying your knowledge to a real business scenario Suitable for undergraduate bachelor and postgraduate students studying Marketing Management and Strategic Marketing Fred Selnes is a professor of marketing at BI Norwegian Business School Even Lanseng is an associate professor of marketing at BI Norwegian Business School Marketing Management Christian Homburg, Sabine Kuester, Harley Krohmer, 2009 Marketing Management A Contemporary Perspective provides a fresh new perspective on marketing from some of the leading researchers in Europe The book offers students and practitioners the comprehensive coverage they need to make the right decisions to create and implement highly successful marketing strategies This exciting new book combines scholarly international research with relevant and contemporary examples from markets and brands across the world The authors combine their experience as researchers and industry consultants to provide the conceptual and theoretical underpinning of marketing and empirical research helping students to understand how marketing concepts can be applied and implemented The book covers a full range of industries including business to customer business to business services marketing retailing and international marketing from companies around the globe Marketing Management is an authoritative investigation of contemporary marketing It is a thorough carefully crafted and comprehensive resource that helps to understand and solve the challenges in implementing successful marketing Professor Thomas S Robertson Wharton School Marketing Management combines the best features of a reference and textbook It skillfully integrates the important conceptual foundations in marketing with practical applications to serve as an essential and excellent book for both marketing students and marketing professionals

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